

## FOR IMMEDIATE RELEASE

### NORTH LAKE TAHOE RESORT ASSOCIATION SEEKS MEMBERS FOR TWO NEW ADVISORY COMMITTEES

*Committees help guide NLTRA Tourism Business Improvement District resources*

**NORTH LAKE TAHOE, Calif. (March 25, 2022)** – As the North Lake Tahoe Resort Association (NLTRA) transitions to a Tourism Business Improvement District (TBID), two new volunteer committees are being assembled to provide valuable input and help guide the work of the NLTRA: the TBID Advisory committee and the Zone 1 Advisory committee.

The TBID Advisory Committee will be responsible for advising the NLTRA board of directors in implementation of the Management District Plan (MDP). The Zone 1 Advisory Committee will make recommendations on the use and implementation of funds specifically allocated to Eastern Placer County lakeside communities.

The meeting schedule has not yet been determined, however typical committee meetings take place once per month and typically last 1-3 hours in duration per meeting.

- **NLT-TBID Advisory Committee:** Comprised of seven to nine members with a majority being assessed business owners or assessed business owner representatives, this committee will advise the NLT-TBID Board on implementation of the Management District Plan. Designated seats will be represented by the Palisades Tahoe region, the Northstar region and the Zone 1 region. Additional seats will be made up of assessed businesses and at-large members.
- **Zone 1 Advisory Committee:** Comprised of five to seven members with a majority being assessed lodging business owners in Zone 1 or their duly appointed representatives, this committee will make recommendations to the NLT-TBID Board on uses and implementation of funds allocated to the Zone 1 specific services budget category. Additional members will be made up of at-large members.

Interested community members are invited to express their interest in committee participation by completing [this form](#) by 5 p.m. Tuesday, March 29 to be considered for either committee. Applicants will be notified by Friday, April 1 if they have been recommended to the committee for NLTRA Board of Directors approval at the April 6 meeting.

Learn more about the TBID Advisory and Zone 1 Advisory committees at <https://www.nltra.org/resources/tbid-resources/>.

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**About North Lake Tahoe Resort Association**

The North Lake Tahoe Resort Association | Chamber | CVB has supported small businesses and major resorts for over 65 years, enhancing the vibrant North Tahoe business community. The Resort Association combines Chamber of Commerce with Destination Marketing and Management services to assist local businesses and residents while also connecting community leaders. Funded by membership dues and a newly formed Tourism Business Improvement District in contract with Placer County, the team advocates for projects that support a thriving local community and encourage responsible travel and environmental stewardship, mid-week and shoulder season visitation, transportation and housing solutions, and visitor services. Learn more at [gotahoenorth.com](http://gotahoenorth.com).

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